

City of Alexandria, Virginia

MEMORANDUM

DATE: JUNE 11, 2003

TO: THE HONORABLE MAYOR AND MEMBERS OF CITY COUNCIL

FROM: PHILIP SUNDERLAND, CITY MANAGER *PS*

SUBJECT: TIMEFRAME FOR PROPOSED MARTIN LUTHER KING, JR. MEMORIAL

ISSUE: Timeframe for the renovation of Market Square and the installation of the proposed sculpture of Dr. King.

RECOMMENDATION: That Council receive this report, and take final action on the proposed memorial at the June 24 council meeting.

BACKGROUND: At its May 13 legislative meeting, Council received the report from the Martin Luther King, Jr. Work Group which recommended that: (a) a permanent memorial to Dr. King be established in the City; (b) as part of the planned renovation of Market Square, a bench with a bronze sculpture of Dr. King sitting on the bench be installed in a garden area that is lighted, secure and visible; (c) an interactive historical display which provides in-depth information on Dr. King at the Black History Resource Center; and (d) staff would distribute the report to all civic associations and notify the groups that the report was set for public hearing on June 14 with final action on June 24 (see docket item #17/Attachment 1). During the discussion, Councilwoman Woodson requested that staff provide a timeframe for the renovations of Market Square, which may include a visitors center, and relate this schedule to the proposed placement of the memorial in a garden area. Staff was also asked to comment on the feasibility of installing the sculpture in another location until the Market Square renovations are completed.

DISCUSSION: Copies of the docket item and press release announcing the public hearing on the report were distributed to the civic associations. One written response from the Historic Alexandria Resources Commission (Attachment 2) was submitted prior to the public hearing.

Based on recommendations contained in the Visitors Center Report docket item (June 10, 2003, item 17), Council is scheduled to make a decision on the possible relocation of the visitors center by the end of this calendar year. The renovation timeline for Market Square provided in this memorandum has two scenarios (without a visitors center and with a visitors center).

According to Director of General Services Edward Mandley the schedule for the renovation of Market Square, if the visitors center is placed at Market Square, is the following:

1. Late Fall 2003 - RFP for architectural services issued
2. Winter 2003/4 - Execute contract for architectural services
3. Winter 2004/5 to Fall 2005 - Architectural design process
4. Fall 2005 - Bid invitation issued for construction services
5. Spring 2005 - Begin construction
6. Fall 2006 - Construction completed

If the visitors center at Market Square is not the site option chosen then the above project schedule shortens by about six months.

Staff recommends that the open competition to select an artist who would design the sculpture not begin until the Work Group has raised \$200,000 to ensure that there is enough money on hand to cover all phases of the project (including sculpture design work, bronze casting, and transportation of sculpture to final site). The City would cover the costs of site preparation, special treatment lighting, and landscaping. In addition, staff would assist in writing grants to seek funds from foundations and other groups that may provide financial assistance.

Because of the costs associated with site preparation, special treatment lighting, and landscaping, I do not recommend installing the sculpture in a temporary location while the Market Square renovations are completed. In addition, I believe that the Work Group will need some time to raise the necessary funds (\$200,000) which will trigger the open competition process outlined in the attached docket item to select an artist to design the sculpture of Dr. King.

FISCAL IMPACT: None at this time.

ATTACHMENTS:

Attachment 1. Docket Item #17 from the May 13, 2003 City Council meeting

Attachment 2. Letter from Kleber S. Masterson, Jr. to the Mayor and Members of City Council

STAFF:

Rose Williams Boyd, Director of Citizen Assistance

Edward Mandley, Director of General Services

Mark Jinks, Assistant City Manager

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5-13-03

City of Alexandria, Virginia

MEMORANDUM

DATE: MAY 8, 2003

TO: THE HONORABLE MAYOR AND MEMBERS OF CITY COUNCIL

FROM: PHILIP SUNDERLAND, CITY MANAGER

SUBJECT: RECOMMENDATIONS OF THE MARTIN LUTHER KING, JR. WORK GROUP

ISSUE: Consideration of Martin Luther King, Jr. Work Group recommendations regarding a memorial to Dr. King in the City of Alexandria.

RECOMMENDATIONS: That City Council:

- (1) Receive the Work Group's report which recommends that: (a) a permanent memorial to Dr. King be established in the City; (b) as part of the planned renovation of Market Square, a bench with a bronze sculpture of Dr. King sitting on the bench be installed in a garden area that is lighted, secure and visible; (c) an interactive historical display which provides in-depth information on Dr. King be installed at the Black History Resource Center; and (d) this report be distributed to all civic associations and set for public hearing on June 14 and Council action on June 24. The bench would be similar to the one in front of the Printing Industries of America building on ~~Diagonal~~ *Daingerfield* Road (see attachment for picture); and
- (2) Consider providing a small amount of City funds toward this memorial, with the remaining funds being raised by the Work Group which is committed to doing so.

BACKGROUND: At the October 9, 2001 City Council meeting, Council authorized the creation of a Martin Luther King, Jr. Work Group to work, under the auspices of the Martin Luther King Memorial Planning Committee, on recommendations for a permanent memorial to Dr. King in the City. The Work Group's mission is to determine whether a memorial is appropriate, and if so, to consider the type of memorial and possible locations.

The Work Group included three members from the Martin Luther King, Jr. Memorial Planning Committee, two members of City Council (Vice Mayor William Cleveland and Councilman William Euille), and one representative from the following groups: Alexandria Black and

Hispanic Concerned Women, Alexandria Interfaith Association, Alexandria NAACP, Alexandria Youth Council, and the Alexandria Chamber of Commerce. The Work Group's initial meeting was held on November 20, 2001. During that meeting the Work Group adopted a statement of work that would lead to recommendations with respect to:

- whether a permanent memorial to Dr. King in Alexandria is appropriate, and if so, the purpose to be achieved by the memorial;
- the general nature of the memorial;
- potential locations for the memorial;
- potential funding sources for the memorial; and
- a process for ensuring that the memorial becomes a reality.

DISCUSSION: The Work Group held its first meeting on November 29, 2001, and continued to meet through February 12, 2003. The Group decided that a permanent memorial to Dr. King was appropriate in the City of Alexandria. During its deliberations, the Work Group considered the various alternative formats for a memorial, including a statue or some other commemorative presence such as a garden, a plaque in a meaningful location, media presentation/educational center, or the naming/renaming of a street or City facility. Four potential locations for a memorial were reviewed which included the Black Heritage Park, Delaney Gardens in the PTO complex, Oronoco Bay Park, and Market Square.

A briefing was held on November 7, 2002 to advise the community of the Work Group's mission and seek citizen input on the options for a memorial (Attachment 2). Following the briefing, which was attended by 20 to 25 citizens, the consensus was that a permanent memorial should be erected in the City and that the memorial should be in a prominent location accessible to citizens and visitors.

The Work Group concluded that a Martin Luther King, Jr. sculpture, similar to the "Ben Franklin" in front of the Printers Association was appropriate for siting in one of the planters in the renovated Market Square. The garden setting would allow individuals to sit and contemplate Mr. King's life in a highly visible area that is frequently visited by residents and visitors. The Work Group's backup or alternate site is the Black Heritage Park.

The Work Group believes that Market Square is also a good location because of the historic activities that occurred there. Slaves were sold in Market Square prior to the beginning of trading at upper Duke Street sites slightly later in the 19th century. According to Director of Historic Alexandria Jean Federico, three specific sales occurred in the Square. Historic Alexandria Office staff welcome a presentation, using a large screen computer, in the Watson Reading Room of the Black History Resource Center, which will provide an interactive historical

media display to complement the statue.

Staff contacted representatives of the Printing Industries of America to obtain information about the sculpture in front of their building. "Ben Franklin" is a George W. Lundeen sculpture. Mr. Lundeen notes that the sculpture was one of a limited edition of 21. Those pieces were \$45,000 each. He estimates the cost of an original, one-of-a-kind sculpture to be \$150,000 to \$200,000.

If Council were to approve the Work Group's recommendations, and when and if a reasonable portion of the funding needed for the sculpture were pledged, we would proceed as follows, adhering to the City's Policy on Acquired Gifts:

- An open competition would be held for an artist who would design the sculpture.
- Public comment would be invited on the artists who enter the competition and the preliminary design they have submitted.
- An artist would be chosen by the Work Group (likely with its membership's supplemented by additional members).
- The City would enter into a contract with the artist which would clearly specify the items to be delivered by the artist and the items to be delivered by the City (e.g., other nearby benches, landscaping, pavers).
- The Work Group would receive and review periodic reports from the artist on his/her progress, as would City staff to ensure complete compatibility between the sculpture and the planned renovations of Market Square.
- The Work Group would eventually accept the artist's final work.

The Work Group is committed to raising the necessary funds, via a public/private partnership, to cover the costs of the sculpture and the interactive historical display at the Black History Resource Center. Grants from foundations will be sought and private donations will be solicited. Several of the civic associations represented at the community briefing indicated a willingness to make financial contributions in support of this project.

FISCAL IMPACT: None at this time.

ATTACHMENTS:

Attachment 1. Graphic of "Ben Franklin"

Attachment 2. Briefing Paper for Community Groups

STAFF:

Rose Williams Boyd, Director of Citizen Assistance

George W. Lundeen

Lundeen Sculpture

"Ben
Franklin "

Pewter

8" x 10" x 7"

Bronze Edition
of 1990



To place an order or for more information contact:

Lundeen Sculptures, Ltd.

338 E. 4th Street
Loveland, Colorado 80537
(970) 669-7176

Or

E-Mail george@lundeensculpture.com

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<http://www.lundeensculpture.com/george/Works/benfranklinpewter.html>

4/3/2003

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*City of Alexandria, Virginia*

November 6, 2002

MARTIN LUTHER KING, JR. WORK GROUP
BRIEFING PAPER

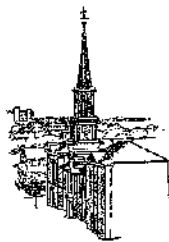
Statement of Work:

The Martin Luther King, Jr. Work Group was established by City Council in October 2001 to make recommendations to the Council regarding a permanent memorial to Dr. King to be located in the City. Specifically, the Work Group will address and make recommendations regarding:

- (1) whether a permanent memorial to Dr. King is appropriate;
- (2) the general nature of the memorial;
- (3) potential locations for the memorial;
- (4) potential funding sources for the memorial; and
- (5) a process for ensuring that the memorial becomes a reality.

Consensus Items:

- There should be a permanent memorial in Alexandria to Dr. King
- Memorial can take the form of a statue or some other commemorative presence such as a garden, plaque in a meaningful location, media presentation/educational center, or the naming/renaming a street or City facility
- Potential locations for a memorial being considered by the Work Group are:
 - Black Heritage Park
 - Market Square
 - Delaney Gardens in the PTO complex
 - Oronoco Bay Park

Historic Alexandria Resources Commission

Alexandria, Virginia

*Box 178, City Hall
Alexandria, Virginia 22313
(703) 838-4554*



May 21, 2003

Mayor Kerry J. Donley
Members of City Council
City Hall
301 King Street
Alexandria, VA 22314



Dear Mayor Donley and City Council Members:

The Historic Alexandria Resources Commission has reviewed the Recommendations of the Martin Luther King, Jr. Work Group. The Commission supports the concept of a memorial bronze sculpture of Dr. King.

With regard to selecting a site for the memorial, among the reasons for placing it in Market Square is the fact that at one time the square was the site of slave auctions, and a memorial to Dr. King's looking to the future would be appropriate. We understand, however, that an extensive renovation of Market Square has become necessary because of the negative impact of the trees in the planters on the watertight integrity of the garage structure below. Thus, it might be advisable to reconfigure Market Square as part of the renovation. In that regard, we have recently reviewed the Alexandria Visitors Center Analysis which will eventually be forwarded to City Council. One of the most effective alternatives presented would replace the planters on Market Square with structures resembling the pavilions for merchants that once existed there. One of these structures would be a visitors center and the other an open air pavilion. This will probably not be the only suggestion for reconfiguration of Market Square, but it suggests that Council might want to defer decisions regarding the use of Market Square.

The Martin Luther King, Jr. Work Group reported that its "backup or alternate site" for the memorial to Dr. King is the Alexandria African American Heritage Park. HARC believes that this is also an appropriate option. Including a memorial to Dr. King in this park would make the park even more significant and would definitely increase its drawing power.

Sincerely yours,

Kleber S. Masterson Jr.

Kleber S. Masterson, Jr.
Chair

cc: Phil Sunderland, City Manager

✓ Rose Williams Boyd, Director, Citizen Assistance

Received by CC ¹⁸
6-14-03

June 13, 2003

Mayor Kerry J. Donley
Vice Mayor William C. Cleveland
Councilwoman Claire M. Eberwein
Councilman William D. Euille
Councilwoman Redella S. Pepper
Councilman David G. Speck
Councilwoman Joyce Woodson

I am writing in response to the Council's work group recommendation regarding a permanent memorial in the City for Dr. Martin Luther King, Jr. As a citizen and taxpayer, and have lived my entire life in Alexandria, I am quite upset about this.

I am upset because I feel our country doesn't spend enough time remembering our roots and how our country was founded. We only celebrate this great day on July 4th. We only spend one day remembering our heritage, yet we devote one month to Martin Luther King. That doesn't sound right to me. Yet the City is taking the time to see how much more we can do for Martin Luther King.

I don't understand why a work group was established to determine whether a memorial is appropriate, since there are more pressing concerns in these times of terrorism, poor economy, tight budgets, and needed improvements to the City?

In regards to the budget, how much money is this going to cost me as a taxpayer? As it is costing me so much more to live in Alexandria; I think I know how the "permanent memorial" is going to be paid for!

I hope the members of Council, all of whom I voted for, will reconsider and do what is in the best interest of the City, not Martin Luther King.

